

Facebook for Business

Facebook for Business

Facebook Business Suite/Manager is a Facebook tool that helps organize and manage your business. You can create/manage ad accounts, Facebook Pages, Instagram accounts, payment methods, keep analytics/reporting separate for proper tracking, request access to other pages or ad accounts, and you can assign other people/workers to work on them... all in one place!

Whether if you are a business with multiple brands/websites OR if you are an ad agency with multiple clients... I suggest EVERYONE with that wants to create Facebook ads use a **Facebook Business** account!

<https://business.facebook.com>

Facebook for Business

- Facebook Business makes managing everything connected to your businesses on Facebook much easier!
- Depending on when you joined Facebook, you will either have access to the “**Facebook Business Manager**” or the “**Facebook Business Suite**”. Both do the same thing, buttons/links are just in different places is all.
- Create your Facebook Business account by navigating to business.facebook.com. Sign in with your Personal Facebook profile account. This is for login purposes only and all Facebook Business work is **separate** from your Personal Facebook profile.

Facebook Profile vs. Facebook Page

What is the difference between a **Facebook Profile** and a **Facebook Page**?

1. Your Facebook Profile is your PERSONAL Facebook profile (Facebook.com). This is for sharing content with your friends and family. You **NEED** a personal Facebook Profile account in order to CREATE a Facebook Page (and Facebook Business account).
2. Your Facebook Page is a specific web page within Facebook for you to build a fan following (LIKES/FOLLOWERS) and share relevant content on. You **NEED** a Facebook Page in order to create Facebook Ads.

NOTE Facebook Pages are **SEPARATE** from your personal Facebook Profile. Your friends will not be able to see the Facebook Pages you create or are an Admin of.

FAQ - Facebook Profile Username

What is the difference between a Facebook Profile username and a Facebook Page username?

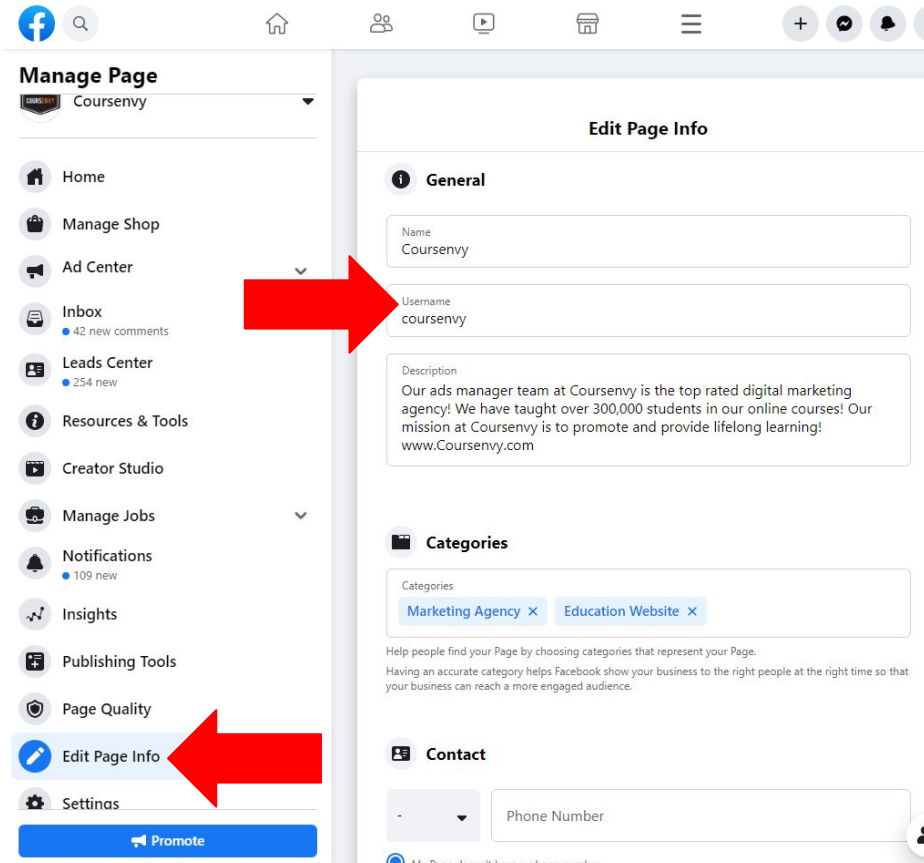
1. Changing your Facebook Profile username will change the URL for your own personal Facebook profile. This username can be set on your Facebook settings page:

<https://www.facebook.com/settings>

FAQ - Facebook Page Username

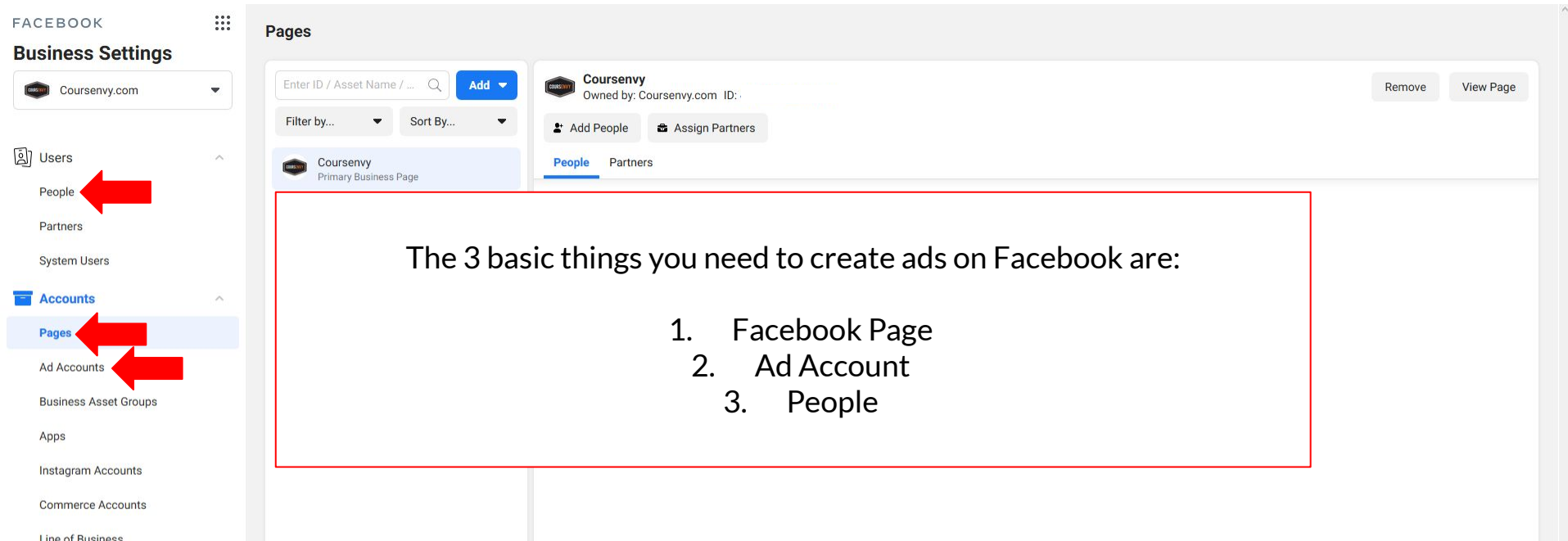
What is the difference between a Facebook Profile username and a Facebook Page username?

2. Your Facebook Page username is also for setting your URL. I like to use the brand or business name for the Facebook Page username. Your username can be edited on your **Facebook Page** → **Edit Page Info**



Set Up Your Facebook Business

To begin, let's navigate to your Business Settings page: <https://business.facebook.com/settings>



The screenshot shows the Facebook Business Settings interface. On the left sidebar, under the 'Business Settings' header, the 'Accounts' section is expanded. Within 'Accounts', the 'Pages' option is highlighted with a red arrow. Another red arrow points to the 'People' option in the 'Users' section above. A third red arrow points to the 'Ad Accounts' option below 'Pages'. The main content area shows the 'Pages' tab selected, displaying a list of pages with 'Coursenvy Primary Business Page' at the top. A red box is overlaid on the right side of the page, containing a list of three items.

FACEBOOK

Business Settings

Coursenvy.com

Users

People

Partners

System Users

Accounts

Pages

Ad Accounts

Business Asset Groups

Apps

Instagram Accounts

Commerce Accounts

Line of Business

Pages

Enter ID / Asset Name / ... Add

Filter by... Sort By...

Coursenvy

Owned by: Coursenvy.com ID: .

Add People Assign Partners

People Partners

Coursenvy

Primary Business Page

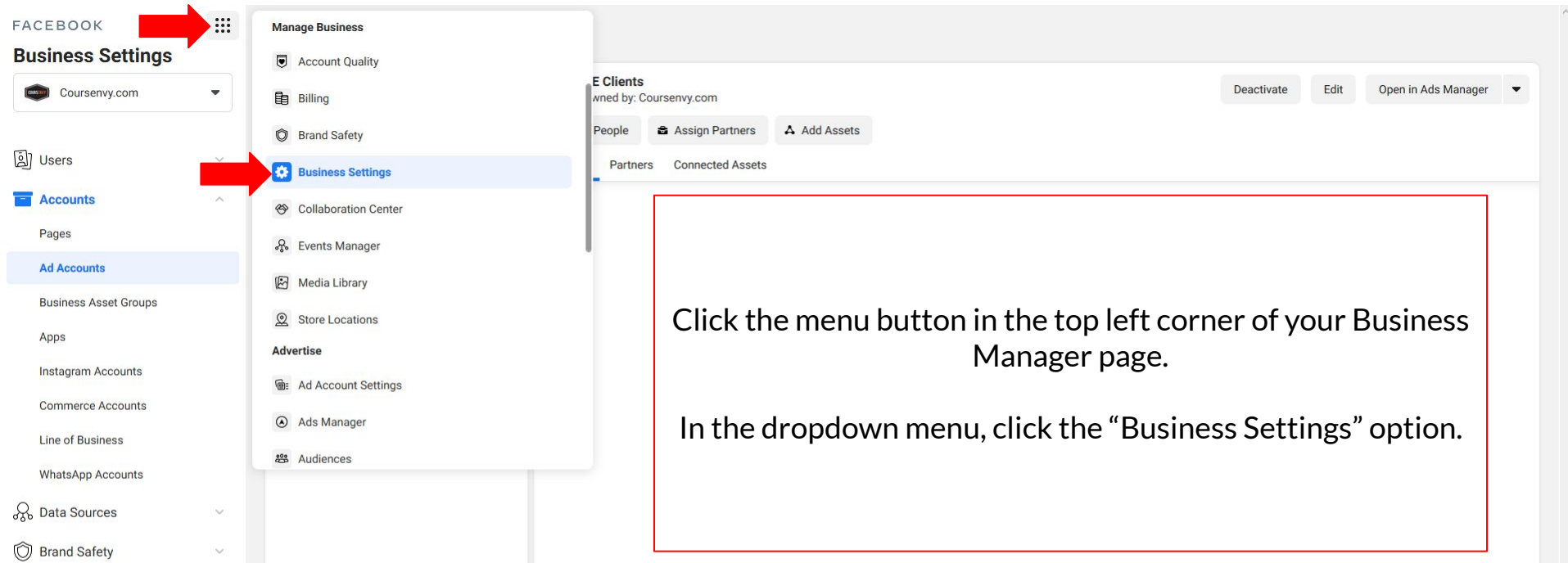
Remove View Page

The 3 basic things you need to create ads on Facebook are:

1. Facebook Page
2. Ad Account
3. People

#1 - Business Settings Page via Business Manager

<https://business.facebook.com/settings>

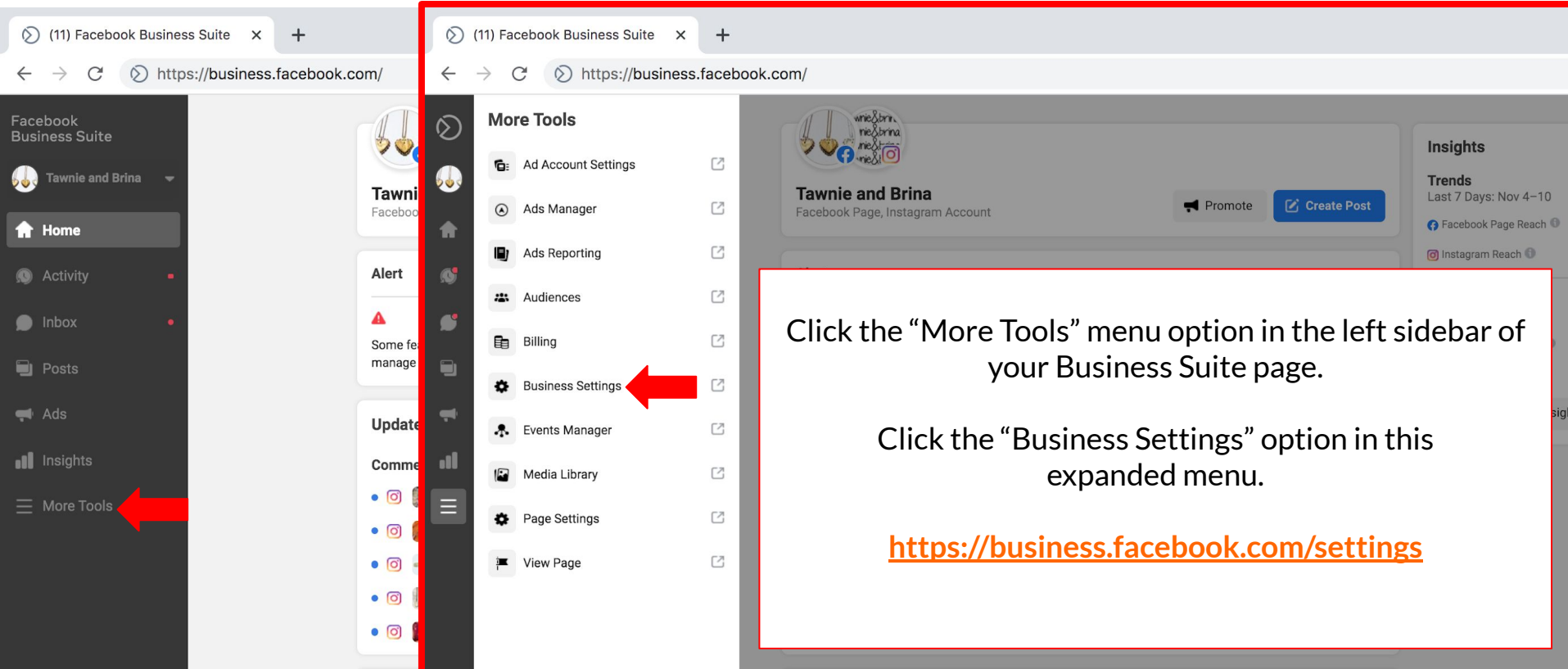


The screenshot displays the Facebook Business Manager interface. On the left, the 'Business Settings' page is open, showing a sidebar with various categories. A red arrow points to the menu button (three dots) in the top left corner of the Business Manager page. Another red arrow points to the 'Business Settings' option in the 'Manage Business' dropdown menu. The main content area shows the 'Business Settings' page with sections for 'Manage Business' (Account Quality, Billing, Brand Safety, Business Settings, Collaboration Center, Events Manager, Media Library, Store Locations) and 'Advertise' (Ad Account Settings, Ads Manager, Audiences). The 'Business Settings' option is highlighted in blue. Below the screenshot, a red-bordered box contains the following text:

Click the menu button in the top left corner of your Business Manager page.

In the dropdown menu, click the “Business Settings” option.

#2 - Business Settings Page via Business Suite



Facebook Business Suite

Tawnie and Brina

Home

Activity

Inbox

Posts

Ads

Insights

More Tools

More Tools

- Ad Account Settings
- Ads Manager
- Ads Reporting
- Audiences
- Billing
- Business Settings
- Events Manager
- Media Library
- Page Settings
- View Page

Tawnie and Brina

Facebook Page, Instagram Account

Promote Create Post

Insights

Trends

Last 7 Days: Nov 4-10

Facebook Page Reach

Instagram Reach

Click the “More Tools” menu option in the left sidebar of your Business Suite page.

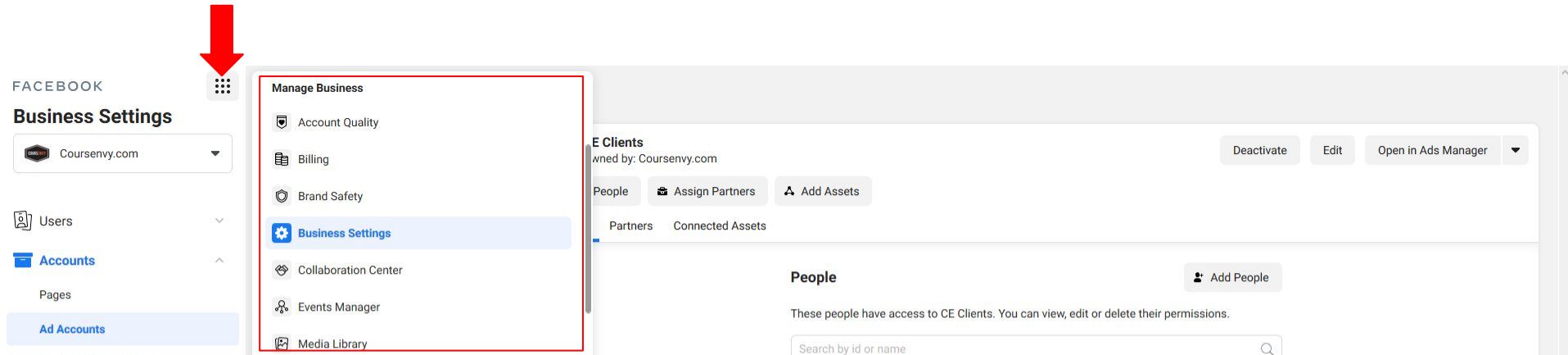
Click the “Business Settings” option in this expanded menu.

<https://business.facebook.com/settings>

Facebook Business Settings

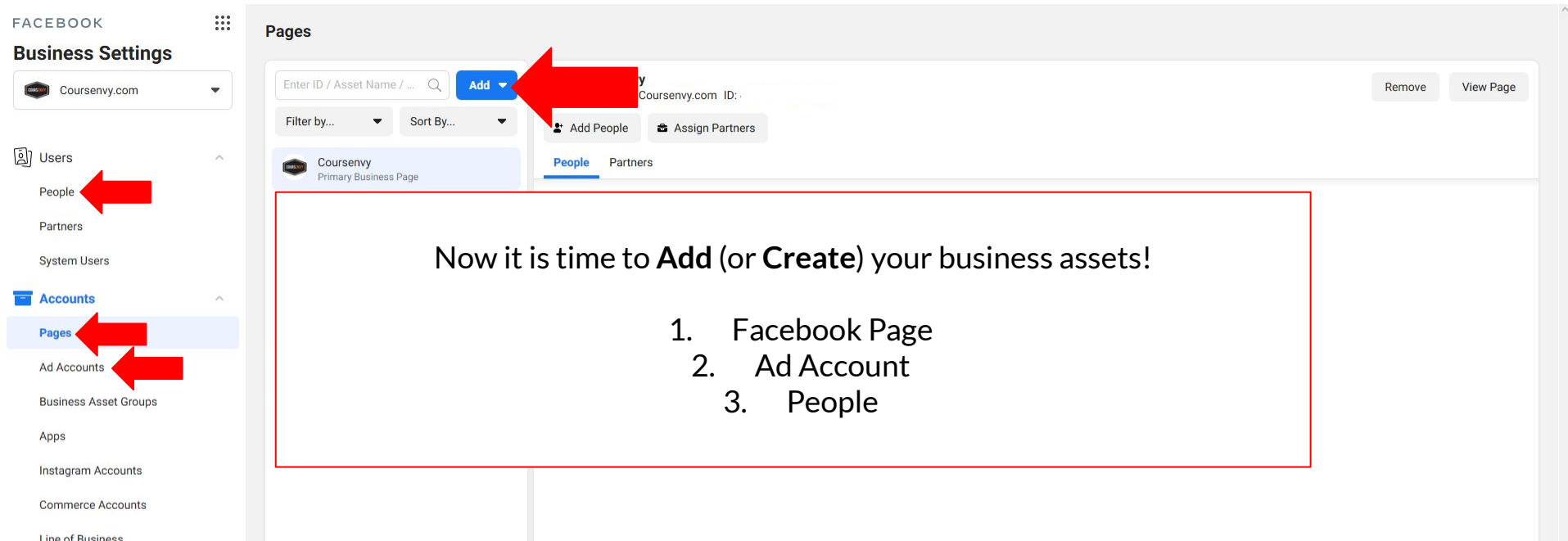
- Truly everything you will ever need for your Facebook page, Ad account, payment methods, Custom Audiences, Facebook Pixel, Events Manager, Ads Manager, Ads reporting, people, partners, and much more can be found via the **Facebook Business Settings** page and the **Manage Business** menu.

<https://business.facebook.com/settings>



Set Up Your Facebook Business

<https://business.facebook.com/settings>



The screenshot shows the Facebook Business Settings interface. On the left sidebar, under 'Business Settings', the 'Accounts' section is expanded, and 'Pages' is highlighted. A red arrow points to the 'Add' button in the top right of the 'Pages' section. Another red arrow points to the 'People' link in the left sidebar. A third red arrow points to the 'Add' button in the top right of the 'People' section. A large red box is overlaid on the main content area, containing text and a list of items to add.

Now it is time to **Add (or Create)** your business assets!

1. Facebook Page
2. Ad Account
3. People

Add a Facebook Page

➤ Select “Pages” in the left sidebar and then click the “Add” button.

The screenshot shows the Facebook Business Settings interface. On the left sidebar, under 'Business Settings', the 'Accounts' section is expanded, and 'Pages' is highlighted with a red arrow. The main content area is titled 'Pages'. At the top of this section, there is a search bar, a red arrow pointing to an 'Add' button, and a card for 'Coursenvy' (Owned by: Coursenvy.com ID: ...). Below the search bar, there are 'Filter by...' and 'Sort By...' dropdowns. A red box highlights three options: 'Add a Page' (with a key icon), 'Request Access to a Page' (with a key icon), and 'Create a New Page' (with a plus icon). To the right of the 'Pages' section, there is a 'People' section with an 'Add People' button and a search bar.

Add a Facebook Page

FACEBOOK

Business Settings

Coursenvy.com

Users

Accounts

Pages

Ad Accounts

Business Asset Groups

Apps

Instagram Accounts

Commerce Accounts

Line of Business

WhatsApp Accounts

Data Sources

Brand Safety

Registrations

Integrations

Pages

Enter ID

Add

Filter by...

Sort By...

Coursenvy
Primary Business Page

Owned by: Coursenvy.com ID: 44785692

Add a Page
Your business already owns this Page, or you need to own it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager

Request Access to a Page
Your business needs to use this Page on behalf of another business. For example, you work for an agency, and you want to run ads on a client's Page. The Page will still belong to its current owner.

Create a New Page
You need a new Page for your business.

As your business grows, you can add more Facebook pages via this Business Settings page.

PRO TIP: One Facebook Page PER Ad Account
Keep your data separate for ease of tracking!

Create a New Facebook Page

FACEBOOK

Business Settings

Coursenvy.com

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Accounts

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Commerce Accounts

Line of Business

WhatsApp Accounts

Data Sources

Brand Safety

Registrations

Integrations

Pages

Enter ID / Asset Name / ...

Add

Coursenvy

Owned by: Coursenvy.com ID: 44785692

Filter by...

Sort By...

Coursenvy

Primary Business Page

Add a Page

Your business already owns this Page, or you need to own it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager

Request Access to a Page

Your business needs to use this Page on behalf of another business. For example, you work for an agency, and you want to run ads on a client's Page. The Page will still belong to its current owner.

Create a New Page

You need a new Page for your business

If you haven't created a Facebook Page yet for your business, we cover how to in another lecture.

You can create Facebook pages via this "Create a New Page" option OR or via your personal Facebook profile account at:

<https://www.facebook.com/pages/creation>

Pages

Filter by...

Coursenvy
Primary Business Page

Add a Page

Your business already owns this Page, or you need to own it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager

Request Access to a Page

Your business needs to use this Page on behalf of another business. For example, you work for an agency, and you want to run ads on a client's Page. The Page will still belong to its current owner.

Create a New Page

You need a new Page for your business.

Coursenvy
Owned by: Coursenvy.com ID: 447856925367170

People

These people have access to Coursenvy. You can view, edit or delete their permissions.

Click “Add a Page” if you are an **Admin** of a page (i.e. you created the page or the owner added you as an admin).

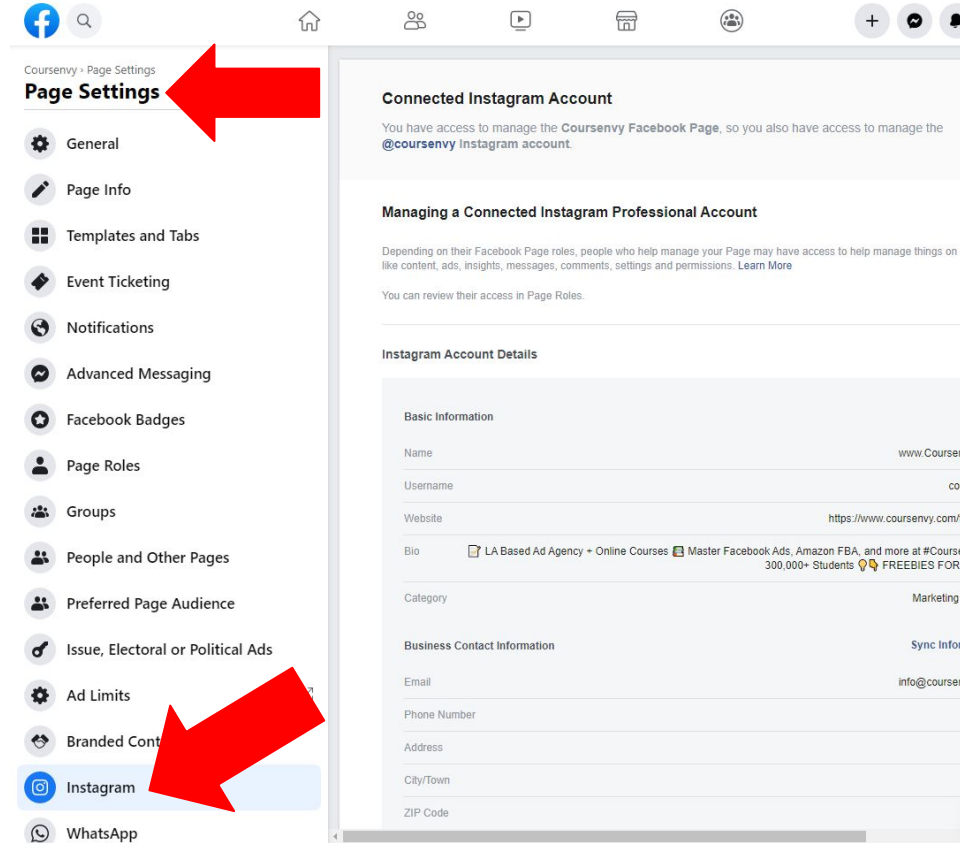
Add a Page - Step by Step

1. Navigate to your **Business Settings** page. Click the **Pages** option in the left sidebar under the **Accounts** section.
2. Click the blue **Add** button. In the dropdown menu, select “**Add a Page**” (*assuming you have created a Facebook Page for your business already*)
3. Enter the name of your **Facebook Business Page**, select it, and click the **Add Page** button.
4. A popup will immediately appear with the following statement: “*Since you’re already Page admin on this Page, your request was approved automatically.*” Click the **Close** button.
5. Have you linked your Instagram Account to your Facebook Page? If not, connect your Instagram Account to your Facebook Page: <https://www.facebook.com/business/help/898752960195806>

Connect an Instagram Account to a Facebook Page

facebook.com/PageUsername/settings/?tab=instagram_management

1. Go to your Facebook Page.
2. Select **Settings** in the left sidebar.
3. Select **Instagram** in the left sidebar.
4. To add an existing Instagram account to your Page, select **Log in**.
5. Enter your Instagram account's **Username** and **Password**, and click **Log in**.



Request Access to a Page

FACEBOOK

Business Settings

Coursenvy.com

Users

Accounts

Pages

Ad Accounts

Business Asset Groups

Apps

Instagram Accounts

Commerce Accounts

Line of Business

WhatsApp Accounts

Data Sources

Brand Safety

Registrations

Integrations

Pages

Enter ID / Asset Name / ...

Add

Filter by...

Sort By...

Coursenvy
Primary Business Page

Owned by: Coursenvy.com ID: 44785692

Add a Page
Your business already owns this Page, or you need to own it. For example, another company created the Page for you. Claiming a Page moves it into Business Manager.

Request Access to a Page
Your business needs to use this Page for its business. For example, you work for an agency, and you want to run ads on a client's Page. The Page will still belong to its current owner.

Create a New Page
You need a new Page for your business.

Click "Request Access to a Page" if you are not the Admin of a page and need to work on and/or connect it with an ad account (for example, your ad agency client's Facebook page).

Create Ad Account

- Facebook Ad Accounts enable you to create Facebook ad campaigns and group all of your specific ad activity; including different ad campaigns, ad sets, ads, and billing information.

Facebook Business Settings interface showing the 'Accounts' section with 'Pages' highlighted. A red arrow points to the 'Pages' option in the left sidebar.

Facebook Business Settings

- Accounts (highlighted)
- Pages (highlighted)
- Ad Accounts
- Business Asset Groups
- Apps
- Instagram Accounts
- Commerce Accounts

Pages

Enter ID / Asset Name / ... **Add**

Filter by... Sort By...

Coursenvy
Owned by: Coursenvy.com

Remove **View Page**

Add People **Assign Partners**

People **Partners**

People **Add People**

These people have access to Coursenvy. You can view, edit or delete their permissions.

Search by id or name

Create Ad Account

Since this is a new Facebook Business account and we need a new Facebook Pixel for tracking users on our website, we will create a new Ad Account.

PRO TIP: THE PIXEL RULE

- ONE Facebook Pixel PER Ad Account
- ONE Facebook Pixel PER Facebook Page/Website
- ONE Facebook Page/Website PER Ad Account

You can create multiple ad accounts with your Facebook Business account, so treat each NEW ad account as a NEW pixel to pair with a NEW website! Not only will this make tracking your separate ad results easier, but this is also a REQUIREMENT per Facebook terms of service.

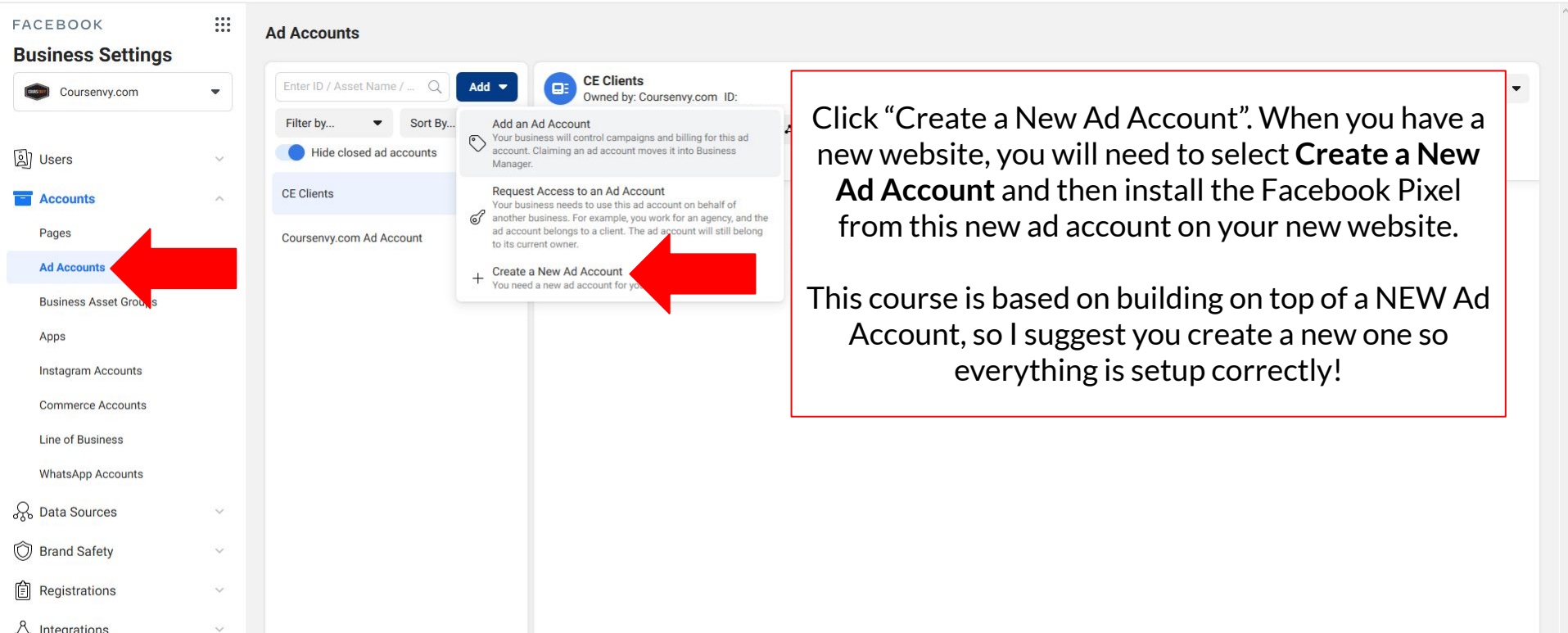
One Ad Account **Per** Website

You need a separate Facebook Pixel for each website. If you use the same Pixel on multiple websites, you will get mixed reporting, incorrect Custom Audiences... the list of errors goes on!

The benefits of using multiple ad accounts:

- Create separate Ad accounts for each client or business you manage.
- Create separate Ad accounts for each Facebook Page.
- Run different ad campaigns for varying businesses at the same time.
- Pay for ads with different payment methods (i.e. varying business credit cards).
- View insights for individual ad campaigns.

Create a New Ad Account



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Line of Business

WhatsApp Accounts

Data Sources

Brand Safety

Registrations

Integrations

Ad Accounts

Enter ID / Asset Name / ...

Add

CE Clients

Owned by: Coursenvy.com ID:

Filter by...

Sort By...

Hide closed ad accounts

CE Clients

Coursenvy.com Ad Account

Add an Ad Account

Your business will control campaigns and billing for this ad account. Claiming an ad account moves it into Business Manager.

Request Access to an Ad Account

Your business needs to use this ad account on behalf of another business. For example, you work for an agency, and the ad account belongs to a client. The ad account will still belong to its current owner.

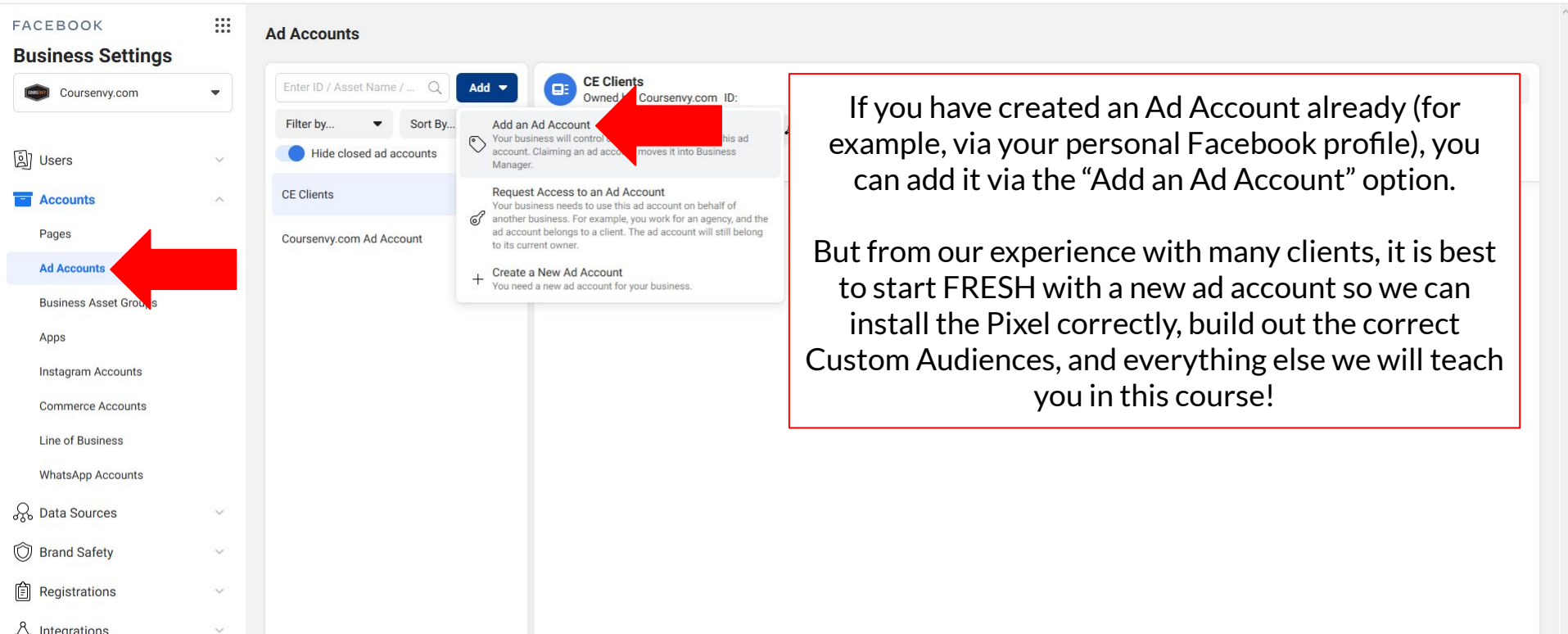
Create a New Ad Account

You need a new ad account for your business.

Click "Create a New Ad Account". When you have a new website, you will need to select **Create a New Ad Account** and then install the Facebook Pixel from this new ad account on your new website.

This course is based on building on top of a **NEW** Ad Account, so I suggest you create a new one so everything is setup correctly!

Add an Ad Account



FACEBOOK

Business Settings

Coursenvy.com

Users

Accounts

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Business Asset Groups

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Line of Business

WhatsApp Accounts

Data Sources

Brand Safety

Registrations

Integrations

Ad Accounts

Enter ID / Asset Name / ...

Add

CE Clients

Owned by Coursenvy.com ID:

Filter by...

Sort By...

Hide closed ad accounts

CE Clients

Coursenvy.com Ad Account

Add an Ad Account

Your business will control this ad account. Claiming an ad account moves it into Business Manager.

Request Access to an Ad Account

Your business needs to use this ad account on behalf of another business. For example, you work for an agency, and the ad account belongs to a client. The ad account will still belong to its current owner.

Create a New Ad Account

You need a new ad account for your business.

If you have created an Ad Account already (for example, via your personal Facebook profile), you can add it via the “Add an Ad Account” option.

But from our experience with many clients, it is best to start FRESH with a new ad account so we can install the Pixel correctly, build out the correct Custom Audiences, and everything else we will teach you in this course!

Request Access to an Ad Account

The screenshot shows the Facebook Business Settings interface. On the left sidebar, under 'Business Settings', the 'Accounts' section is expanded, and 'Ad Accounts' is highlighted with a red arrow. The main content area is titled 'Ad Accounts' and shows a list of ad accounts. A red arrow points to the 'Request Access to an Ad Account' option in the dropdown menu that appears when clicking on an ad account. A text box on the right explains when to use this option.

Facebook Business Settings

Ad Accounts

Enter ID / Asset Name / ... **Add** **CE Clients** Owned by: Coursenvy.com ID:

Filter by... Sort By... **Hide closed ad accounts**

CE Clients

Coursenvy.com Ad Account

Request Access to an Ad Account
Your business needs to use this ad account on another business. For example, you work for an agency, and the ad account belongs to a client. The ad account will still belong to its current owner.

Click “Request Access to an Ad Account” if you need to work on someone else’s ad account (for example, your business partner’s ad account OR your ad agency client’s ad account).

Create a New Ad Account - Step by Step

1. Navigate to your **Business Settings** page. Click the **Ad Accounts** option in the left sidebar under the **Accounts** section.
2. Click the blue **Add** button. In the dropdown menu, select “**Create a New Ad Account**”
3. In the **Create a New Ad Account** popup, enter the name of your business for the **Ad Account Name** and if applicable, make the necessary changes to the Time Zone and Currency.
4. Select what “**This ad account will be used for**” (select **My business** since this is your business.) Click the **Create** button.
5. A prompt will appear to add users to the ad account. At this point, you can just click the **Skip** button as you are the only user in your Business account at this time.

Business Settings → People

- Invite other people to work on your Facebook assets you have created via the People option on your Business Settings page. This is perfect for adding ad agencies or employees.

The screenshot displays the Facebook Business Settings interface. On the left sidebar, the 'Business Settings' menu is open, with the 'People' option highlighted by a red arrow. The main content area shows the 'People' section, which includes a search bar and an 'Add' button, also highlighted by a red arrow. A modal dialog box titled 'Invite People' is open in the foreground. This dialog box contains a text input field for email addresses, a section titled 'Assign Business Role' with two options: 'Employee access' (which is selected and has a red box around it) and 'Admin access', and a 'Show Advanced Options' link. At the bottom of the dialog, it indicates 'Step 1 of 3' and has 'Cancel' and 'Next' buttons.

FACEBOOK

Business Settings

Coursenvy.com

Users

People

Partners

System Users

Accounts

Pages

Ad Accounts

Business Asset Groups

Apps

Instagram Accounts

Commerce Accounts

Line of Business

People

Filter by name or ID or Email

Add

Invite People

Ask people to join your business by entering their email address. Then assign their access and which accounts and tools they can use.

Enter Email Addresses ⓘ

example@example.com, example@example.com

Assign Business Role

Employee access

We recommend adding people as employees. They can only work on assigned accounts and tools.

Admin access

Admins have full control over your business. They can edit settings, people, accounts and tools.

Show Advanced Options ▾

Step 1 of 3

Cancel

Next

People → Add Assets

The screenshot shows the Facebook Business Settings interface. On the left is a sidebar with categories: Users, Partners, System Users, Accounts, Pages, Ad Accounts, Business Asset Groups, Apps, Instagram Accounts, Line of Business, WhatsApp Accounts, Data Sources, Brand Safety, and Registrations. The 'People' section is selected, showing a list of users with a filter bar and an 'Add' button. A modal titled 'Assign Assets to Justin Mark' is open in the foreground. It has two columns: 'Select Asset Type' and 'Select Assets'. Under 'Select Asset Type', 'Pages' is selected. Under 'Select Assets', there is a search bar and a table with a 'Name' column. To the right of the modal, a list of permissions is shown with toggle switches. A red arrow points to the 'Add Assets' button in the background, and another red arrow points to the 'Manage Page' toggle switch in the foreground.

Facebook Business Settings

People

Filter by name or ID or Email

Justin Mark

Assign Assets to Justin Mark

Select Asset Type	Select Assets
Pages	Search & Filter
Ad Accounts	Name
Catalogs	

Cancel

Once you add a user to your Business Settings “People” page, you can click the “Add Assets” button for that user and assign them Facebook assets to manage (e.g. Facebook Page, Ad Account, etc.)

Set your Facebook Page as the Primary Page

FACEBOOK

Business Settings

Coursenvy.com

Business Asset Groups

Apps

Instagram Accounts

Commerce Accounts

Line of Business

WhatsApp Accounts

Data Sources

Brand Safety

Registrations

Integrations

Payments

Security Center

Requests

Notifications

Business Info

Business Information

Permanently Delete Business



Coursenvy.com

Business Manager ID:

Primary Page: Coursenvy

Edit

Business Details

Legal Name of Business

No name

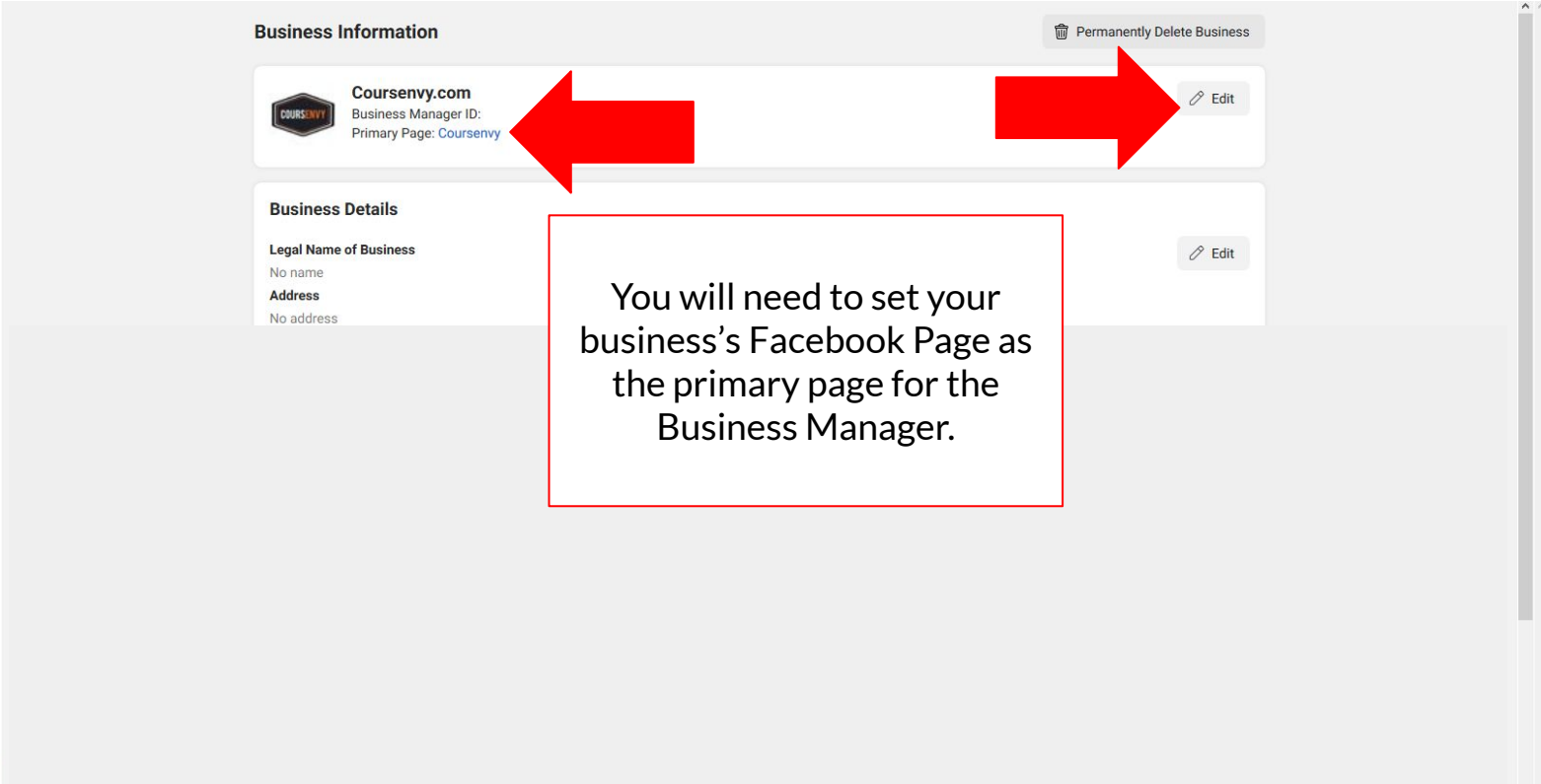
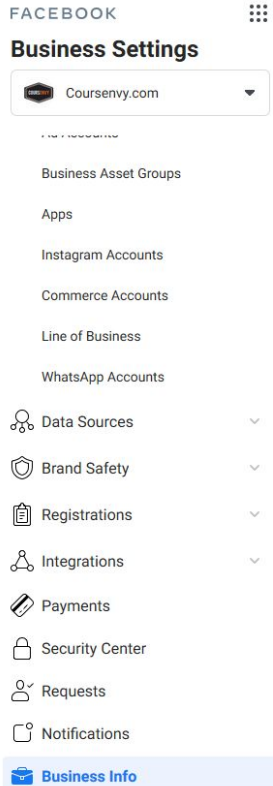
Address

No address

Edit

Navigate to your
Business Info page in
the left sidebar of your
Business Settings page.

Set your Facebook Page as the Primary Page



Set your Facebook Page as the Primary Page

1. Go to your **Business Info** page: <https://business.facebook.com/settings/info>
2. Click the **Edit** button to the right of your Business Name, Identification Number, and Thumbnail Image.
3. The **Primary Page** field will become a search box, type in your **Facebook Page** name and select the Facebook Page you added earlier.
4. Click the **Save** button, then your Facebook Business account will automatically take on the branding of your Facebook Page.

Install Your Facebook Pixel on Your Website

- This is a crucial step so you can have Facebook track the people who visit your website, then you can create audiences of these visitors which you can then RETARGET in the future with Facebook ads (i.e. a “WARM audience”)!
- Installing your Facebook Pixel requires access to your websites code, therefore you should contact your website developer to provide them with this info.
- Follow the **Facebook Pixel** lectures in this course for step by step instructions on creating/installing your Facebook Pixel, or use the link below:

How to Create and Install a Facebook Pixel: <https://www.facebook.com/business/help/952192354843755>

Facebook Ads Manager

- Navigate to your Facebook Ads Manager page: <https://business.facebook.com/adsmanager>
- Select your Ad Account in the top left dropdown menu.
- Click the green **+ Create** button to create a Facebook ad.

The screenshot shows the Facebook Ads Manager interface. At the top left, the 'Campaigns' tab is selected, and the account 'Coursenvy.com Ad Account (5...)' is shown in a dropdown menu. A red arrow points to this dropdown. Below the account name is a search bar and a '+ Add filter' button. To the right, there are buttons for 'Updated just now', 'Discard Drafts', and 'Review and Publish'. Below these is a 'Lifetime: Nov 26, 2019 – Jul 6, 2020' filter. The main content area has tabs for 'Campaigns', 'Ad Sets', and 'Ads'. The 'Campaigns' tab is active, showing a table of campaigns. A red arrow points to the '+ Create' button in the top left of the campaign list. The table has columns for Campaign Name, Delivery, Bid Strategy, Budget, Results, Reach, Impressions, Cost per Result, Amount Spent, and Ends. The first campaign listed is 'CONV-19MMB-UdemvInsights-7-6 IrichCl' with a status of 'Active', a budget of '\$20.00', and a cost per result of '\$3.32'.

Campaign Name	Delivery	Bid Strategy	Budget	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
CONV-19MMB-UdemvInsights-7-6 IrichCl	Active	Lowest cost	\$20.00	—	139	146	—	\$3.32	Ongoing

